Model Children

A Portfolio of Personalities

by ELLSWORTH NEWCOMB

HEIGHTS recorded in inches, rather than feet, the children whose pictures you see on the advertising pages of national magazines often launch their careers when they are scarcely larger than their social security numbers.

Blonde or brunette, freckled or glamourous, these famous boys and girls help sell you everything from automobiles to safety pins. As accustomed to a camera as a top-flight movie star, they enjoy their work partly because it satisfies their fondness for "make-believe."

Their services are paid for at the rate of about twenty or thirty dollars a day. In many cases earnings are put aside for future education or other useful purposes.

Nice work if you can get it. But the maestros of the model agencies, John Robert Powers and Harry Conover, emphasize the fact that finding juvenile models is a difficult assignment.

Mere perfection of features is not enough. Only healthily typical American children make the grade—children who look as real as the boy next door. Naturalness, intelligence and animation are as essential as they are hard to find.

They are found, though, as evidenced by the seven youngsters whose portraits in action and personality sketches appear in the pages that follow. Most of them you'll recognize.

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PHOTO BY JOYCE-DRAVNEEK, COURTESY N. Y. TEL.

Mary Lou Scott

There will be seven candles on this blue-eyed young lady's next birthday cake, but she was a model before she was eligible for even one of them. At the advanced age of nine months she posed for pictures in connection with publicity for a Yale professor's book, her poise unruffled during a two-hour session while several cameras clicked.

With perfect features and sunny curls, it's no wonder that her photograph is used to advertise so many cereals and desserts. She's the little girl, too, who makes carpet sweepers and washing machines look like fun to own, and a fashion show wouldn't be complete without her.

Better than anything else she likes to play with her sister Joan, another well-known child model. She rides horseback, swims and bicycles.

Tutored at home, a two-family house in Woodhaven, Long Island, she is chaperoned to and from jobs by a young woman supplied by a secretarial service.

Right now Mary Lou and her sister Joan are happy over the fact that their mother is home again after a serious operation, for which their earnings are helping to pay.

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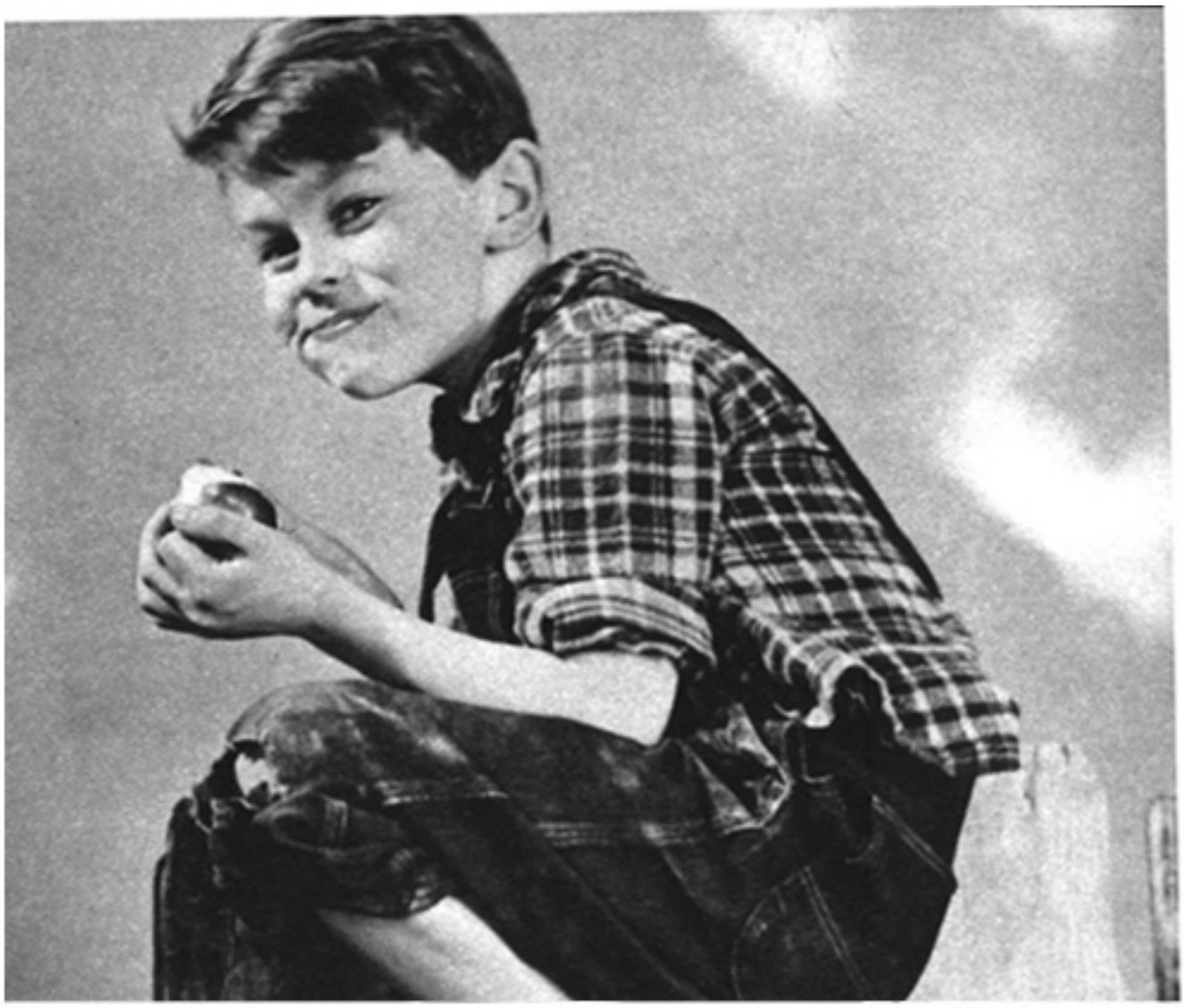

PHOTO BY CAROLA RUST

Edmund Abel

Known as the "10-minute-boy" because his extreme adaptability enables photographers to work with him quickly, this nine-year-old, dark-eyed, dark-haired Powers model is among the most famous in the profession.

During the seven years he has been working, Edmund has appeared on countless magazine covers and advertising displays. In the movie, *Back Door to Heaven*, he played the role of the banker's son.

A typical healthy American boy, his regimen excludes all medicines with the exception of cod liver oil, includes brief winter play periods in the snow clad only in a bathing suit. Regardless of weather, he sleeps in an unheated room with seven windows open. Colds never interfere with his work.

His ambition to be a singer pleases his father who is employed in the shoe industry but who once had operatic aspirations.

Edmund is tutored at his home in Hollis, Long Island, and speaks German and Spanish which he learned from his mother, a former Spanish interpreter. His parents think modeling teaches poise and self-adjustment.

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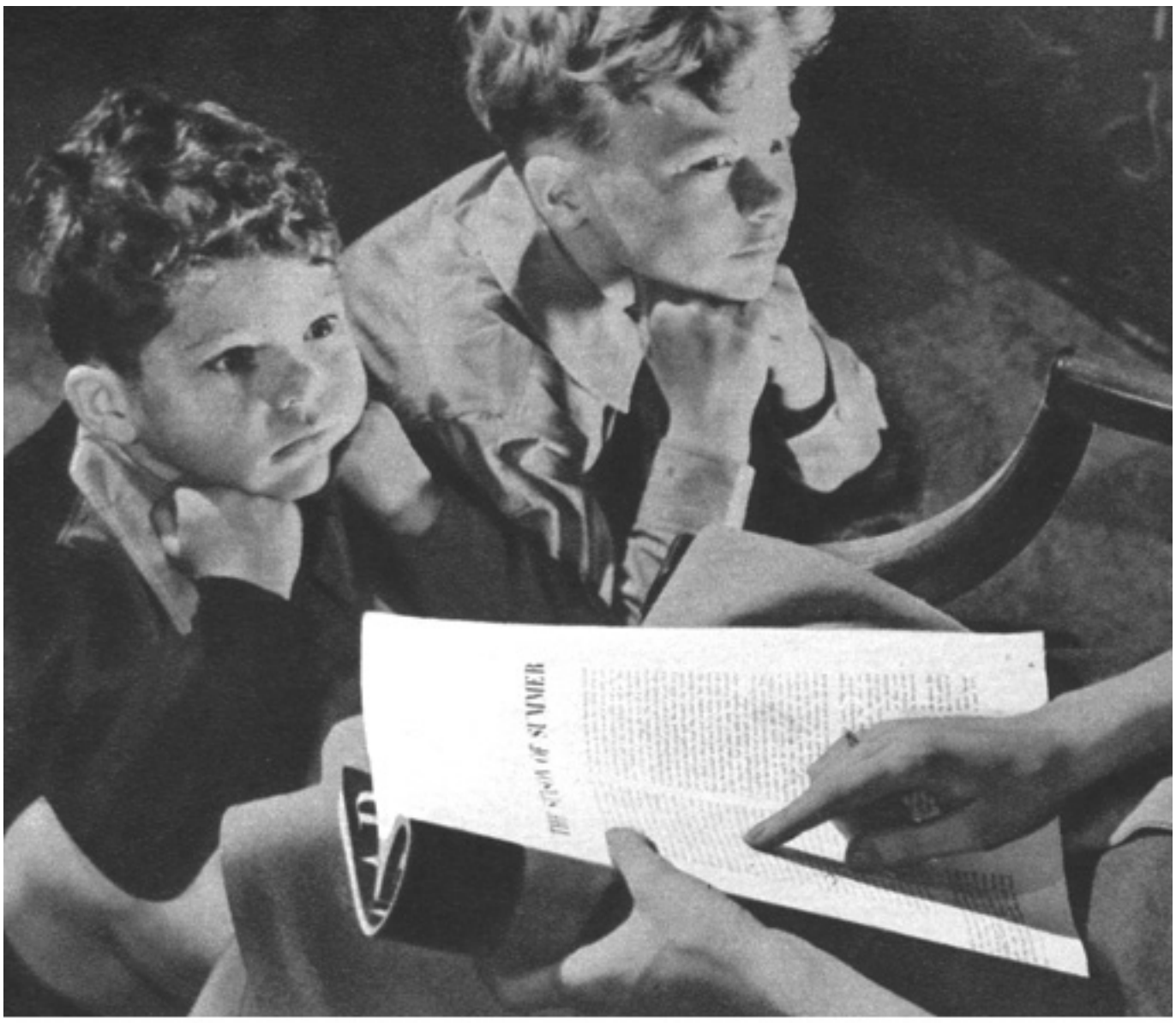

John and Donald Devlin

These brothers have been kept busy ever since the day three years ago when a man in a subway handed their mother John Robert Powers' card.

John, now eight and a half, has blond tousled curls, a generous sprinkling of freckles and blue eyes. A lot quieter than his auburn-haired, green-eyed young brother Donald, he has set his heart on being a baseball player ever since he posed with Leo Durocher of the Brooklyn Dodgers.

Although both Mr. and Mrs. Devlin are Scotch, the boys look Irish and are always in demand when Irish types are needed. They go to a Catholic school and try to make modeling engagements for late afternoon.

Six-year-old Donald fairly bursts with enthusiasm for his work and can't decide whether he'll be a camera man or a cop. He's already taking pictures with a Brownie. He specially likes jobs where they give him ice cream. This happens pretty often, he says.

Both boys go out on location with their mother, their favorite location being the beach. Most of their earnings are being saved for education.

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Mary Lou & David Anderson

Blonde, dimpled Mary Lou Anderson at eight is right up there with the experts, playing bits in several of the *Information, Please* movie shorts.

After five and a half years as a Conover model she has reached the in-between stage for fashion work but is still in demand for advertisements. She is the young lady who "swings to Crispies" in the current magazines.

Unlike David, her hair is straight and has to be put up on old-fashioned curlers before she poses. No permanents, though. They are too artificial-looking to please the camera.

Four-year-old David's modeling career, begun at six months, is now at its peak. Much in demand for magazine fashion work, he made his radio debut in June of this year, singing over WJZ.

With their Scotch mother and Swedish father the Anderson children live in a modest home on Long Island. Of average height for their ages, they are both healthy, both take naps. On work days they are kept indoors for additional rest. En route to work they always call on their father, a magazine and tobacco concessionaire in Manhattan.

PHOTO COURTESY PARENTS' MAGAZINE

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Alice Fay

Registered with the Powers agency at six months, this dimpled, blonde, two-year-old has had a busy life. Her job is to look happy about various baby foods, medicines and soaps and to coax fathers to give a thought to life insurance and savings accounts.

Youngest of the glamour girls, she is said to be the highest paid of the baby models. Camera men and art directors call her "Miss Fay." Already on the temperamental side, she will keep all waiting endlessly while she takes a nap on location.

Alice has been featured by actor Tom Powers in a broadcast sponsored by the Chase National Bank, has worked with Jinx Falkenberg and recently appeared in a British War Relief benefit. In fashion shows she models size one.

Obviously, her mother and her father, a master plumber, adore her. He recently suffered from a badly burned arm, and while he was unable to work, baby Alice supported the family.

Her favorite toy is a stuffed giant panda. She enjoys posing, and when being dressed for a trip from her Brooklyn home to New York, bounces about, squeals happily, "I go work."

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